



TED Talks: The Official TED Guide to Public Speaking

Chris Anderson

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"Catnip for all the TED fans out there." *Publishers Weekly*

"Unimpeachably practical . . . A handy guide for novice and moderately experienced speakers." *Kirkus Reviews*

"Anderson shares the secrets behind the best TED presentations." *Booklist*

Since taking over TED in 2001, Chris Anderson has shown how carefully crafted talks can be the key to unlocking empathy, spreading knowledge, and promoting a shared dream. Done right, a talk can electrify a room and transform an audience's worldview; it can be more powerful than anything in written form.

This "invaluable guide" (*Publishers Weekly*) explains how the miracle of powerful public speaking is achieved, and equips you to give it your best shot. There is no set formula, but there are tools that can empower any speaker.

Chris Anderson has worked with all the TED speakers who have inspired us the most, and here he shares insights from such favorites as Sir Ken Robinson, Salman Khan, Monica Lewinsky and more ? everything from how to craft your talk's content to how you can be most effective on stage. This is a must-read for anyone who is ready to create impact with their ideas.

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